

# SIDE-BY-SIDE COMPARISON

Feature:	PPC CONVERT	PURCHASED LEADS
Lead is exclusive		No
Customer is actively shopping for your product or service.		No
Customer has favorably evaluated your company.		No
Lead is delivered immediately, in real-time.		No
Customer has requested YOUR help.		No
You know the EXACT SOURCE of each lead.		No
Customer data is owned by you, exclusively.		No
Includes world-class marketing materials.		No
System identifies ways to reduce lead costs.		No
You have total control of lead-flow.		No
Unlimited market coverage.		No
You own the lead-generation system.		No

## ADDITIONAL BENEFITS

### PPC CONVERT IS TURN-KEY

IT INCLUDES ALL OF THE COMPONENTS NECESSARY TO GENERATE HIGHLY QUALIFIED CUSTOMERS - CUSTOMERS WHO ARE ACTIVELY SEARCHING FOR THE PRODUCTS AND SERVICES YOU SELL, WHERE YOU SELL THEM.

### BUYERS, NOT BROWSERS

UNLIKE LEADS, CUSTOMERS IDENTIFIED AND QUALIFIED BY PPC CONVERT HAVE ALREADY FAVORABLY EVALUATED YOUR COMPANY AND HAVE ASKED FOR YOUR HELP.

### THEY'RE HOT

PPC CONVERT DELIVERS THESE EXCLUSIVE CUSTOMERS TO YOU IMMEDIATELY WHILE THEY ARE AT THEIR HOTTEST POINT IN THE SALES CYCLE.

### LASER FOCUS AND LIGHTNING SPEED

PPC CONVERT WORKS BY LEVERAGING THE HIDDEN OPPORTUNITIES OF SEARCH MARKETING TO PROVEN ONE-TO-ONE DIRECT RESPONSE MARKETING.

### JUST PRESS THE "ON" BUTTON

EACH PPC CONVERT SOLUTION INCLUDES EVERYTHING: THE STRATEGY, PROCESS, ADVERTISING COMPONENTS, AND MULTIMEDIA PRESENTATION NEEDED TO QUICKLY POSITION YOUR COMPANY AS THE BEST SOLUTION YOUR CUSTOMER WILL SEE, AND CONVINCE THEM TO ASK FOR YOUR HELP.

PPC CONVERT EXCLUSIVE PATENT-PENDING TECHNOLOGY QUICKLY IDENTIFIES THE AD COMPONENTS THAT GENERATE THE HIGHEST CUSTOMER CONVERSIONS, THE OPTIMUM POSITION TO RUN EACH CAMPAIGN AND WAYS TO REDUCE MARKETING COSTS.

### THE COMPLETE CUSTOMER SOLUTION

WITH PPC CONVERT YOU CONTROL THE NUMBER OF CUSTOMERS YOU WANT EACH DAY. IN ADDITION, EACH MONTH PPC CONVERT CAN AUTOMATICALLY FOLLOW UP WITH A PROFESSIONALLY DESIGNED PROMOTIONAL EMAIL. THIS CONTINUED COMMUNICATION BETWEEN YOUR COMPANY AND YOUR CUSTOMERS ENSURES YOUR COMPANY REMAINS TOP-OF-MIND.

PPC CONVERT HELPS YOU MAKE MORE SALES!